

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #619822

Mr. B. Finkle

WUSTEFELD CO.

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Bruce:

SALEM .30¢ Tear Tape product has been ordered, as well as **10** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162306

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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APRIL DELIVERY
SALEM TEAR TAPE
WUSTEFELD CO.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

Product / Premium Arrival: April 6, 1998
Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$1,182.92

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	4/13/98 (PRODUCT AND DISPLAY)
MAY DISTRIBUTION	5/4/98 (PRODUCT ONLY)
JUNE DISTRIBUTION	6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

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WHOLESALE : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853		1		1	2		
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	2	1	1	1	5		
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1			X/1	2		
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1	1	1	1	4	184857	
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1	1		X/1	3		
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1	1	1	1	4		
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209				1	1		
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1	1	1	1	4	99MORE	
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	2	2		X/1	5		
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PAR	NY	12018	1	1	2	X/1	5		

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 10 9 6 10

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 10 9 6 10

APRIL DISTRIBUTION
 4/13/98

51859 3507

WHOLESALE : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M95 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853		1		1	2		
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	2	1	1	1	5		
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1			1	2		
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1	1	1	1	4	184857	
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1	1		1	3		
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1	1	1	1	4		
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209				1	1		
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1	1	1	1	4	99MORE	
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	2	2		1	5		
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PAR	NY	12018	1	1	2	1	5		

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TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 10 9 6 10 35

MAY DISTRIBUTION
 5/4/98

51859 3508

WHOLESALE : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853		1		1	2		
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	2	1	1	1	5		
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1			1	3		
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1	1	1	1	4		184857
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1	1		1	3		
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1	1	1	1	4		
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209				1	1		
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1	1	1	1	4		99MORE
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	2	2		1	5		
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TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 10 9 6 10 (35)

JUNE DISTRIBUTION
6/8/98

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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